

ABSTRACT OF THE DISCLOSURE

A color display includes an array of light emitting pixels, each pixel having a plurality of color light emitting elements for emitting different colors of light and at least one additional light emitting element for emitting white light, and wherein the power efficiency of the additional light emitting element is higher than the power efficiency of at least one of the color light emitting elements; means for generating a brightness control signal; and means responsive to the brightness control signal and a color display signal for generating a white display signal for driving the white light emitting element(s).